

## CLAIMS

What is claimed is:

1. An electronic retail product purchase and transaction divider comprising:  
an exterior housing acting as a physical retail product purchase divider containing electronic data input component and visual display component coupled to generate, send and receive retail transaction data through a wireless method to or from a point of purchase system.
2. An electronic retail product purchase and transaction divider according to claim 1; wherein a data entry component exchanging input data with a retail point of purchase system containing product and price data and forwarding completed transaction data to a point of purchase register; and  
a) a display showing input data, processed data and means of selection of data input.
3. An electronic retail product purchase and transaction divider according to claim 1; wherein wireless data exchange is executed upon data entry containing an attached device identification to a point of purchase register and accepts data to receive when identifying the device identification  
a) an electronic identification number sent with data exchange to and from external communication devices attached to and defining transaction data.